

THE ATLANTA CONSTITUTION

THE STANDARD SOUTHERN NEWSPAPER.

Vol. XLVI.—No. 121.

ATLANTA, GA., WEDNESDAY, OCTOBER 15, 1913.

Single copies on the streets and at newsstands, 5 cents.
Daily and Sunday, carrier delivery, 13 cents weekly.



A Series of Page Advertisements For

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

Advertising Itself

Entitled

The Atlanta Constitution--An Institution

The Constitution As The Standard Southern Newspaper

Prestige and Advertising Values

The Distinctiveness of The Morning Newspaper

The Why of the Morning Newspaper

*96% of the Women in the Homes Where
The Constitution Goes Read It Regularly*

Two Newspaper Enterprises

The Tri-Weekly Constitution

The Constitution's Circulation Report



The Atlanta Constitution—An Institution

THE Atlanta Constitution is today, as it has been for years, recognized as the newspaper most typical of Atlanta, of Georgia and of the South.

Its name is a hearthstone echo with the day-laborer and the clerk, the silk-hat man, the capitalist and the man behind the steam shovel.

It is the voice of Atlanta, of Georgia, and of the South, to the nation and to the world.

That is why it has come to be known as "The Georgia Bible." People do not use illustrations of that nature without careful thought and long comparisons. You swear folk on the Bible. The people of Georgia swear by The Constitution because of its accuracy, its truthfulness, its inspiration, its cleanliness and its usefulness.

Why is it that Atlanta, that Georgia and the South turn instinctively to The Constitution? Why do YOU personally like the newspaper? Why does the native-born Southerner, and the great mass of other Americans we are so rapidly assimilating, rely upon The Constitution as a sure guide to Southern sentiment and the spokesman of right public opinion?

Here are a few reasons. They will interest you, since they analyze to the furthest the psychology and anatomy of the personality of "The Standard Southern Newspaper."

The paramount reason is that The Constitution today, as always, issues a complete, sane resume of twenty-four hours' news. It is not scrambled together with news half told and features cramped from very frenzy of haste.

It is a Southern newspaper—with Southern instincts and Southern viewpoint.

The Constitution was started with a great mission. It was established in 1868. The year brought the high-tide of the miseries and the tests of Reconstruction. A whole people was being born again. Chaos ruled the land. Bitterness and fear lurked at every corner. A negroid government was upon the people. The institutions of centuries' growth were in the melting pot. On each side was misgiving. Upon every hand was the need for courage and for vision.

It was the privilege of The Constitution to serve the city, the state, and the South under these conditions.

It was its privilege to stiffen the backbone of the timid; to soften the asperities of the irreconcilable.

It was its right to sustain hope when hope appeared folly; when thousands in despair were abandoning the South.

Where concession was compatible with dignity it preached concession.

Where inflexibility was indicated it counseled a stand that was unreceding.

The Constitution found little difficulty in this task. It knew the mighty and unconquerable spirit of the Southern people. It knew the superabundance of the South's natural resources. In those dark days, it looked beyond and saw the destiny that lay on the other side of the abyss.

The man who is closest to you is the man who has stood at your elbow in the day of test. That is how The Constitution grew into the warp and woof of the confidence of Atlanta, of Georgia, and of the South. Its hold has steadily increased with the years.

When the "Force Bill" threatened to revive the nightmare of Reconstruction, it was the campaigning by The Constitution that so stiffened the spines of Southern congressmen that the fight ensued which sent that ill-advised measure to the discard.

In later days The Constitution's policy has uniformly been one of construction, as against destruction; of reconciliation, not of vindictiveness nor the role of the historic ghoul.

The Constitution's viewpoint is nation-wide, not provincial.

In the politics of the city and state, The Constitution's attitude has been the same. It has conscientiously sought out and followed what it regarded as the best eventual interests of the majority. At the same time it has avoided intolerance.

The paper might be sincerely opposed to certain policies or candidates. That did not prevent it from doing its best to

give them a square deal. The startling accuracy of its political prophecies has become proverbial.

The Constitution has always believed, and lived up to the belief, that while the editorial columns belonged to the paper, the news columns belonged to the people.

The Constitution has always recognized that the intelligence and strength of no community could be stronger than that of its farming element. It has always stressed its agricultural features.

It established first a Weekly and then a Tri-Weekly—which has grown into the greatest Tri-Weekly newspaper in all the world. It is preeminently the newspaper of the Southern farmer. It is the Southern farmer's every-other-day daily. It trails the rural carrier into 107,000 rural homes three times each calendar week.

This means, roughly estimated, and counting five members to the family, 530,000 Southern farmers and their families read The Constitution three times a week. The estimate is purposely conservative.

That is why the heart of the rural South, the feeders and largely the clothiers of the rest of us, look to The Constitution as the supreme court in all those functions a newspaper may discharge.

It is conceded that The Constitution's persistent propaganda is chiefly responsible for the diversification and the better farming methods that are gathering momentum in the South today.

This summarization explains why men, women and children through Atlanta, Georgia and the South regard The Constitution as the court of last resort for news, for breadth of opinion, for promptness, for education and for accuracy.

From the day in 1868, when the first crude sheet appeared, to this day, when the finished and expensive product leaves the great perfecting presses, The Constitution's efforts have always been to—

Keep close to the heart-beat of the people.

To make Ishmaelites of all the sharp-traders with the public confidence.

To sacrifice profit, if need be, for truth and for service.

To ignore gaudy and clap-trap methods, even though they brought a dearly-bought temporary success to competitors.

To keep jam up with progress, but never to mistake selfish hysteria for progress.

To cater to no class exclusively, but to be worthy of the friendship, or at least the respect, of all classes.

To hold such a course as to be regarded as the ever-advancing standard by which all other comparisons are made.

For forty-five years this policy has been religiously followed. That is why, whether people come from Atlanta, from Georgia, the South or the nation, they hail The Constitution unquestionably as fully entitled to be known as "The Standard Southern Newspaper."

That is why The Atlanta Constitution is something more than a newspaper. It is

A SOUTHERN INSTITUTION

It is that element of prestige, representing the confidence of the public for many years, that gives it an added value as a home newspaper, apart from its superiority in purely journalistic excellencies.

Its 50,000 circulation is superior for advertising purposes because its readers, probably half of whom have read the paper for a long period of years, instinctively give the advertising much the same credence as they do the news and editorial matters, being influenced by it in their purchases similarly as they are in other activities by the paper itself.

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

BORN IN A CAUCUS; NURSED IN POLITICS

Hepburn Describes Currency Bill—Congressmen Tell Bankers Government Intends to Control Banks.

New York, October 14.—Declaring that the Owen-Glass currency bill now before congress was born in a caucus and cradled in politics since its inception, J. Barton Hepburn, chairman of the Finance National Guard, New York, attacked today the Wilson administration measure on currency reform which opened here today under the auspices of the New York Academy of Political Science. At the conference Hepburn, who is chairman of the Finance National Guard, New York, was one of the speakers at the national conference on currency reform which opened here today under the auspices of the New York Academy of Political Science. At the conference Hepburn, who is chairman of the Finance National Guard, New York, was one of the speakers at the national conference on currency reform which opened here today under the auspices of the New York Academy of Political Science.

The debate revolved largely about the wisdom of compelling national banks to join in the proposed system under penalty of losing their charters and on the assertion that designation of members of the federal reserve board by the president would open the way to political domination of the board. "I am not especially fearful of political control," said Mr. Hepburn, turning aside from his prepared speech to emphasize his point. "I am not even especially fearful of incompetent control. But inasmuch as this bill is born in a caucus and cradled in politics from its inception, business men

bankers and the public in general may give the measure a second glance before giving it the approval of the senate. Senator Owen and Mr. Reynolds disagreed as to the present success of the proposed plan. The senator predicted its ultimate success, and expressed the opinion that virtually every bank in the country would join in it. Mr. Reynolds replied by saying that he had attended a recent conference of the country banks in their unwillingness to join the proposed plan. He said he had talked with many bankers, and not one of them had expressed willingness to join the association.

Government Control of Banks. Mr. Buckley said the time had come when the bankers of the country must submit to government control as the railroads had done. Representative Glass held that the real reason for the bankers' opposition was the fear of an immediate loss of profits. Senator Owen insisted that the banking system, as a whole, should be supervised directly by the government, instead of being in the hands of bankers for their own profit. He was asked whether he had considered advocating the appointment of federal board members for life, so that they would be above the suspicion of political control.

"In our country men live too long for that," the senator replied indignantly. He said the reason for long lives would be appointed for long terms, and that for these positions there should be no limit on the number of men who could be appointed. Various amendments to the bill were suggested by Professor C. M. W. Sprague, of Harvard university.

Professor E. W. Kemmerer, of Princeton university; Alexander D. Noyes, of the New York Evening Post; and Parker Willis, of the Journal and Commerce, the made addresses, which were followed by a general discussion of tomorrow's session, which will end the conference. It will be held at Columbia university.

To Hear the Hearings. Washington, October 14.—If necessary, the senate banking and currency committee will hold night sessions to hear all witnesses listed to discuss the administration currency bill in order to close the hearings October 25. The committee today revised the list of witnesses, and agreed to hear H. Parker Willis, who acted as expert to the house committee during consideration of the bill, National Bank Examination, Stark, in charge of bank examinations of the National Chamber of Commerce and a delegation of country bankers from Minnesota. In addition to witnesses already scheduled. When the hearings are closed the bill will be taken up for amendment.

The committee worked late this evening settling down to the consideration of the bill. The delegation appointed by the conference of country bankers to discuss the bill had been heard in criticism of parts of the bill. Robert H. Tremble, of New York, presented the views of the New York State Bankers' association. They generally endorsed the bill, but urged that the bankers be given representation on the federal reserve board.

P. S. Lathrop and E. R. Moses, representatives of the country bankers' delegation.

Victim of Unknown Slayer In Hotel at Thomasville



MISS DOROTHY HAID.
The mystery of whose violent death early Monday morning has baffled the police of Thomasville.

GUARANTEE BUILDING MAY BE FORECLOSED

Suit to Foreclose Is Brought Against Company by Atlanta National Bank.

Suit to foreclose on the building occupied by the Guarantee Trust and Banking company, which was recently placed in the hands of receivers, and of which Samuel E. Smith, president, and H. S. Miles, secretary and treasurer, were indicted for felonies in connection with the management of the affairs, was brought yesterday by the Atlanta National bank, which on March 25, 1910, sold the property to the trust company. Through its attorney, Daniel MacDougal, the Atlanta National bank asserts that the other institution owes twelve notes of \$1,000 each, now overdue and judgment for this amount is asked. The property, which is located on East Alabama street and which was occupied by the trust company and by the City Savings bank, brought \$25,000 at the time of sale according to the figures of the American National bank. Recently the American National bank brought suit on some notes against the Guarantee Trust and Banking company, pending the final action of the supreme court on the matter. The receiver, the present suit brought by the Atlanta National bank, is a counterclaim against the trust company. It is understood that the Atlanta National bank has the right to foreclose on the notes, for which the Atlanta National bank claims to hold title to the property as security.

IMMORALITY CHARGED TO WIFE IN HIS SUIT

Declaring that his wife, Mrs. Minnie Bishop, had been arrested on charges of immorality with one Walter Hatten, and that she forfeited her cash bond rather than appear in court, John W. Bishop yesterday filed suit for legal divorce in superior court. The couple were married March 20, 1910, by Rev. Dr. Haldenby, according to the petition filed by Attorney W. M. Smith. The date of separation is not named.

PHI DELTA THETAS OBSERVE ALUMNI DAY

Atlanta alumni of the Phi Delta Theta fraternity have arranged a theater party at the Forrest tonight and an informal supper at the Hotel Anley following the show, in celebration of "alumni day," which is being observed today by Phi all over the country. The alumni will meet at 8 o'clock in the lobby of the Forrest. From the hotel they will go to the theater. The alumni may do so from 10 o'clock, according to the alumni association.

COURT OF APPEALS OF GA

Agreed and Submitted.
Joe Glavin v. State, from Ben Hill.
200 Carey v. State, from Lowndes.
Gus Brown v. State, from Bibb.
Gus Wilson v. State, from Randolph.
W. H. Trickett v. State, from Lowndes.
An informal supper at the Hotel Anley following the show, in celebration of "alumni day," which is being observed today by Phi all over the country. The alumni will meet at 8 o'clock in the lobby of the Forrest. From the hotel they will go to the theater. The alumni may do so from 10 o'clock, according to the alumni association.

PIPE ORGAN COMPANY SUES NEGRO CHURCH; FIRST IN 93 YEARS

With the filing of a suit yesterday against the St. Paul African M. E. church by the pipe organ firm of Henry Richter & Son, of Louisville, Ky., company filed its first law-suit against a church in ninety-three years. During this period, in which three generations of Richter, as the company is termed, pipe organs have been placed in all parts of the South and always on credit until the work is completed, and never before has the company had to sue in order to get its pay. The suit, which was filed yesterday in the Fulton county court house by Richter & Son, is for damages for the amount of \$1,100, this being the total price of installing the organ.

Your mental state has a good deal to do with

your business efficiency; you know it. And the effect of clothes on the mental state is considerable.

If you pay a cheap price, you can't help thinking about the clothes; considering what cheap clothes are, you'd better not. If you pay a big price—made-to-measure—you're likely to keep thinking about the price; an uncomfortable mental state.

If you pay \$25 for one of our suits or overcoats, you don't have to think of anything but business; the fit, style, quality are right, and you know it; the price isn't more than you ought to pay.

Hart Schaffner & Marx
Good Clothes Makers

Sold in Atlanta by
Daniel Bros. Co.

Portable Grates
Queen Mantel & Tile Co.
56 W Mitchell St.

GOING OUT OF BUSINESS THE BOTTOM OF ATLANTA'S Piano Market HAS FALLEN OUT IN THE WEATHERHOLT PIANO COMPANY'S CLOSING OUT SALE



Everything must go regardless of price. Five-year lease on building, office furniture and fixtures for sale.

Pianos from \$5 Up; Organs \$1.50 Up
EASY PAYMENTS ACCEPTED

But we frankly admit we need the cash for which an additional discount will be allowed.

Railroad Fares Paid to Out-of-Town Purchasers—Write or Call

Weatherholt Piano Co.

OPEN UNTIL 9 O'CLOCK EVERY EVENING
72 N. Broad St. Phone: Ivy, 3161; Atlanta, 2352

IN TRIPLE SEALED
PACKAGES
**Kennesaw
Biscuit 5c**
The Fresh Soda Cracker
FRANK E. BLOCK CO., ATLANTA

Any time you feel tired
drink a cup of
Ridgways Tea
Refreshing, invigorating and delicious



The
Latest
Mode

Should you fancy blue, or lean to green; should you favor brown or cling to gray, the just right shade is shown—and you're to say which.

For all that, it has been ruled that you wear the hat of high crown, and the close roll brim is the accepted accompaniment

Bands may be wide or narrow, and you may elect the bow to appear at side or back.

The hat as pictured strikingly represents the original. Come here and try out the effect and choose your color.

You'll cherish the hat for the grace that goes with it.

\$3

Geo. Muse Clothing Co.

The Atlanta Constitution as the Standard Southern Newspaper

THERE are various types of newspapers each with its distinct appeal and of varying degrees of popularity in different sections of the country. All of them are represented in the South.

One is the sensational newspaper. It is not as fashionable as it used to be. Many shrewd newspaper men, trained in sensing the public taste, think it is waning very fast. Faking is its foundation. Its program is to hit the reader every day between the eyes. If bona fide news serves its turn, that news is played up in blazing, hysterical headlines. The reading matter screams and smells of fire. It is merciless when it treats scandal. Sometimes it is reckless of the community welfare so long as it shocks the pennies from people's pockets. If material for these spasms is not forthcoming, it has often been known to resort to invention. Its editorial views are biased, bushwhacking and uncandid.

Another type is the feature newspaper. It is much milder than the first, but their programs have something in common. It is always in search of the picturesque, the unique, the bizarre. Often it prints accurate news. Oftener the news is "muffed" or obscured or muddled in the effort to distort a feature out of it. It abounds in graphic pictures. Its editorial, like its news policy, is casual, flippant and happy-go-lucky.

A third type is the ultra-conservative newspaper. Some mighty fine sheets are in this class. Most of them lean too far backward. They are afraid of progress in the news and public issues until progress has grown whiskers. An innovation generally gives them the palsy. For a thing to be new is to make it rest under suspicion. They never like to get from under the shadow of the established order. A great big world-thrilling event generally leaves them with a steady pulse-beat.

There are other types. These three are archetypes.

The Atlanta Constitution, as "The Standard Southern Newspaper," is distinctive enough as to have almost if not quite created a fourth pronounced type.

It is the plumb-line by which Atlanta, the state, south and nation gauge other newspapers of the same class.

¶ Since its establishment it has been operated upon a clean-cut, definite program, with definite journalistic purposes behind it. That program has not been and is not the result of accident. It was not stumbled upon in the dark. It is the result of a keen and patient study of the paper's field, microscopic examination of the best and the worst in its contemporaries, and intimate sympathy with the ideas of its constituency.

¶ The Constitution is an entity.

¶ It represents the best of other types of newspapers, with an added individuality of its own.

¶ First of all, it prints the news of other countries, its own country, its own state and its own city. The public wants in its newspaper, primarily, a report of all the news occurrences that are informative and interesting and fit to print. The Constitution gives right of way to news. The greater portion of its editorial organization is concentrated upon the task of gathering the news and presenting it properly. No newspaper of its class anywhere prints a more comprehensive news review of the world occurrences.

¶ It gives the TRUTH in the news prime consideration. It regards itself as in a compact with its readers to deliver certain goods. It does not knowingly deliver damaged or tainted goods.

¶ It believes allegations should be verified before they go to its readers. It does not countenance smutty or suggestive news. It stresses cleanliness.

¶ This does not entail prudishness. It means THE TRUTH stripped of sly embellishment.

¶ But it does not believe there is any necessity to present the news dully. "An honest tale spreads best being plainly told," but that does not mean TOLD PLAINLY.

¶ Everyone likes a bright but accurate talker, and everyone likes a bright but accurate newspaper. The paper that described

the Titanic disaster like reciting a lesson would not get very far. ¶ The Constitution employs able and highly-trained men to put GINGER into The Truth.

¶ It believes in an attractive dress for itself. Good clothes on man, woman or newspaper represent good taste.

¶ Typographically, The Constitution is a model. It strives for all the grace compatible with the correct estimate of every article's worth.

¶ It employs experts who know what's what and who's who in the news, and what credit to give men and events. It is not wedded to any arbitrary typographical formulas, when important things happen.

¶ When occasion justifies, to use street parlance, it "throws it into the high gear" in the matter of type display. But it strives always to preserve consistency between the real importance of news and its typographical presentation.

¶ It believes in features that are entertaining—in entertainment itself.

¶ It retains humorists and facile artists to relieve the paper of the heaviness which the printing of unflavored news only would entail.

¶ It prints fiction, essays and various other classes of matter that are as entertaining as they are informative, so that the paper will provide interesting reading for every taste and mood.

¶ In its editorial columns it honestly strives for what it believes to be for the good of the largest number.

¶ It does not fawn.

¶ It does not misrepresent.

¶ It does not mind making enemies.

¶ It avoids provincialism.

¶ It tries to be national in its viewpoint.

ALTOGETHER ITS PROGRAM IS TO APPEAL TO THE JUDGMENT, THE CONFIDENCE, THE BELIEF IN THE WHOLESOME THINGS OF LIFE, THE SANE DESIRE FOR SANE PROGRESS AND FOR ALL WORTH WHILE THINGS OF EXISTENCE, OF THE BEST TYPE OF SOUTHERN PEOPLE.

The program has been undeviating.

THAT is WHY

THE ATLANTA CONSTITUTION

IS "THE STANDARD SOUTHERN NEWSPAPER"

Prestige and Advertising Values

ADVERTISING has developed so rapidly along the various courses of least resistance that fallacy after fallacy have had their vogue. Millions have been wasted in the discovery of their error. The most flagrant abuses, contradictory to good business principles and commercial ethics, have crept in and seemed to thrive.

But crooked advertising methods have about hanged themselves. Wildcat methods and questionable business devices based upon advertising, are curling up and disappearing before a national sentiment for honesty and conservatism. Advertising is very rapidly systematizing itself. Sound business principles are coming into their own. The advertising adventurer is finding no more easy harvests. The public is not gullible today. Studious analysis and the finest sort of conservatism in the expenditure of advertising appropriations are taking the place of reckless speculation. Advertising is very much nearer being a true business science than ever before.

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ONE of the phases of this reaction is the increasing aversion of advertisers to buying space merely on circulation statements. A few years ago, "How much circulation has your publication?" was invariably the first, and frequently the only, question a publisher was asked to answer. In order to answer it effectively and truthfully, as nearly all of them desired to do, he directed the entire energy of his operating organization to producing circulation figures, regardless of cost and of profit to himself or the advertiser. He was driven to that extreme by the advertiser.

In recent years the most skillful advertisers; those with the largest annual appropriations; those whose business success is the most contingent upon their advertising program, are discounting mere circulation figures. They are systematically gathering information from which to answer for themselves such questions as these:

What is the character of the publication?
What is its age?
What kind of people are its subscribers?
Over what area does its circulation range?
How does it secure and hold its subscribers?
Is its appeal to its constituency such as to elicit their confidence in its news and editorial opinions?

What proportion of the people it reaches are both by location of residence and station in life reasonably possible purchasers?

Is its management such as to give complete credence to its circulation representations?

Advertisers desiring to reach only certain classes are demanding even more special information, for the purpose of determining what mediums will give them the most responsive circulation, in relation to their particular advertising.

At the convention of the Associated Advertising Clubs of America, in Baltimore last May, there was a veritable outcry from national advertisers generally against unnatural increases in newspaper circulations, bringing with them inevitably increased rates. They demanded solidification; intensification of circulations within natural bounds; the minimization of waste; and the employment of only those methods of expanding circulation as will produce permanent readers among responsible classes.

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THERE are, broadly speaking, among the whites, no classes of people in Atlanta and Georgia in relation to newspaper circulation. In such cities as New York, Chicago and Boston, there are distinct classes, each sufficient to maintain newspapers of class appeal. For example, The New York Evening Post and The Boston Transcript, both excellent and prosperous papers, are read almost exclusively by wealthy and cultured people.

Here in Georgia everybody is pretty much alike. There is not much difference between any of us in dress, food, habits and sentiments. There is only a small proportion of very poor people and almost as small a percentage of people who are wealthy.

In evidence of this there are about 2,500 men in Atlanta who are members of one or more of the three leading social clubs. The majority of men in Atlanta of considerable means or income are members of one or more of these clubs. The entire population which they represent, on a basis of five to each family, is but 12,500, or 7 per cent of the entire population. If a newspaper reached every one of their homes it would have but 2,500 class circulation in Atlanta.

There are no stores in Atlanta catering to the wealthy classes exclusively. Fifth Avenue in New York is lined with them for miles. There are not enough wealthy people in the city to provide a profitable patronage to many stores carrying only expensive merchandise. Ninety per cent of the stock of Atlanta stores is sold to all classes. Most stores carry some lines of goods that only the wealthy can afford, and some lines that only the poor will accept. Broadly speaking, however, stores are not stocked for the classes, but for the masses, because the masses make up the great "90 per cent."

The same thing is true of newspaper circulation. Any newspaper of circulation running into the thousands must reach about the same general average of people as any other paper in the same field.

Consequently 1,000 actual circulation, the kind that is delivered in the homes, of one newspaper in Atlanta and Georgia among white people is, on that basis alone, worth about as much for advertising purposes as an equal quantity of any other newspaper.

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THERE is, however, a distinction that relates to quality rather than to quantity, which is responsible for a very great difference in circulation value in relation to advertising results.

It has been demonstrated repeatedly, by exhaustive tests, that all other things being approximately equal, the longer a publication has had the same list of subscribers and the better its standing with them the higher is its productiveness as a medium for legitimate lines of advertising.

This element is commonly referred to as PRESTIGE.

It is accounted for on two grounds. The longer a newspaper goes into a home the more it becomes a part of the family life. The reading of it regularly becomes a fixed habit. It is read thoroughly day by day. The more thoroughly a paper is read, for any cause, the more is the advertising read.

Instinctively people who read advertising, and nearly all of them do, unless it is obviously not entitled to it, give it the same general credence they do the news or editorial pages upon which it appears. If a reader has confidence in the dependability of his newspaper, intuitively he transfers that confidence to its advertising columns. The association of ideas is inevitable.

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THE ATLANTA CONSTITUTION was established forty-five years ago. It has always been the same general type of a newspaper it is today—conservative, clean, able, enterprising and progressive. Its circulation has had a gradual growth from a few thousand to approximately 50,000.

The average period of 1,000 subscriptions taken at random in Atlanta recently in a test upon another matter, was found to be ten years. Probably half of its present subscribers have taken the paper many years, some for twenty-five years and more for ten years or more.

A considerable part of The Constitution's constant increase in circulation comes through sons and daughters of old subscribers entering new homes of their own, with the paper as one of the first family investments.

The Constitution is referred to as "The Georgia Bible." It is a great Southern Institution. It stands for all that is best in southern life, both traditionally and currently. It has that prestige which goes with reliability.

It is those two factors, in relation to advertising values, more than any distinctions in the classes of people it reaches, which gives it a very high value as an advertising medium, and which more than offset mere quantities of papers distributed as the basis for circulation figures.

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

*Lecture on Panama Canal
Proves an Interesting One*

An interesting as well as enlightening lecture was delivered yesterday afternoon at the St. Andrew's Episcopal national church by A. W. Wyndham, a nationally known civil engineer who has covered the better part of the world.

Mr. Wyndham chose as his subject, "The Future of the Canal." During the course of his remarks he pointed out the many advantages of the canal, taking his auditors over the great project in word pictures, aided by a number of slides. He pointed himself well employed in the canal.

"The future of the canal is one of the much-mooted question of canal tolls," he said, "and has been settled in favor of the canal."

The idea is that if ships of American flag are allowed to pass free of toll, shippers along the American coast will be able to point to a convenient southern point

Chamber of Commerce Will Have Ally in the Travelers

That the Atlanta Chamber of Commerce will shortly and strongly ally in the Travelers' Protective association and that that organization may make its future home in the new Chamber of Commerce Building.

At the meeting of the board of directors of the chamber of commerce, at which time the Travelers' Protective Association and a travelers' committee from the chamber were present in the afternoon of the 10th inst.

The meeting was called for the purpose of ascertaining whether the chamber of commerce might gain the co-operation of the traveling men of Atlanta. This was discussed thoroughly. It is believed that the traveling men will be glad to put a stamp of approval on the things along. The chamber of commerce believes that they would be of direct assistance.

Committees were appointed to ascertain just what may be done in this direction and to report at the next meeting of the board of directors.

pose of ascertaining whether the chamber of commerce might gain the cooperation of the traveling men of Atlanta. The matter was discussed thoroughly. It is believed that the traveling men will be glad to put a shoulder to the traveling man's load, things along. The chamber of commerce believes that they would be of great assistance.

Those who are appointed to ascertain just what may be done in this direction and report back to a future meeting of the board of directors.

Chauncey Butler, of the Southern Bell Telephone company, whose name was mentioned as one of a party of young men arrested on Friday night was in no way connected with the disorderly conduct which caused the arrest. Mr. Butler knew the young men whose names appeared in The Constitution of Sunday morning and, according to his statement, went to the police station after the arrests were made in order to render assistance.

The Constitution is glad to correct an error which was unintentional and which has caused Mr. Butler much annoyance.

Children's Underwear

Time to change: don't let the little ones take cold. Children's Union Suits, **50c**


Boys' and Girls' separate Vests and Pants, **25c**

Today **25c**

Second floor.



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Cutaway Coats,
Cygne and Sling
dress shields, soft
collars and cuffs
fronts. The Sling
on sides, draped
trimmed back,
bands.

Many b
illustrat
Sizes 14 to 4
The material
ed Matelasse,
Wales, French
finest in
soft, rou
season's
Just lik
Today,
third lo

JESSE LEE PLANNING
60-FOOT BOULEVARD

**Wants New Roadway Along
Right of Way of Trunk
Sewer for Over Mile.**

[illegible]

Negro Is Killed.
Preston, Ga., October 14.—(Special Friday night about 9 o'clock W. Brown shot and killed Charles Gordo at a negro meeting three or four miles away. Both were negroes. Brown

Kennesaw Biscuit

Always Fresh and Clean

5^c

In the Triple Sealed Package

F. E. BROCK CO., ATLANTA

Highs

and Coat St

and Coat St
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Children's
Coats!!**

Today (Wednesday) we have a special sale of our hady, parents' and children's coats, as well as our new line of coats. We never have a sale like this before. Come and see for yourself.

and Coat Store
 A new standard of merchandise—
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 evolution of the "Society"
 serves."


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**Impressive
 Children's
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Today (Wednesday)
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Blackstock, Hale & Morgan
50 and 52 Marietta St.
The Distinctive Clothiers and Furnishers

More Today in the South
Franchising for women of Atlanta
the interest of their children too--
store that Sells" to

Little Girls' Coats, of every known
on's materials. Belted effects just
our fashion books picture them
tell you about. We have them
14 years,
to **\$25.00**
our popular styles at \$5.00, \$5.08,

is what, and want styles to meet style. The High School knows what she wants. We make a study of their wants. Parents cannot get to store at once, call our shopper number, Main 1061, phone and talk to her about them.

Today go very handsome Red Coats for Big Girls—with patent leather, green collar and cuffs—Cubist buttons. Also White Coats, belted effects; more and more of these styles and more or new collar trims. Special today **\$8.50 to \$10.00**

Oh, Girls, for the football days just see these. Tell mamma to see bring you to 'High's' today.

We have six, and six only, Girls' White Serge Suits, 13, 15 and 17 years; prices \$18.50 to \$25.00. Will go out today at half price. If you come in and see how beautiful and what a real conception in price.

—Second Floor.

J. M. HIGH CO.

The Distinctiveness of the Morning Newspaper

IN NEARLY every section of this country the representative newspapers are issued in the morning---the New York World, the New York Times, the New York Herald, the Chicago Tribune, the Washington Post, the Memphis Commercial-Appeal, the New Orleans Times-Democrat, the New Orleans Picayune, the Seattle Post-Intelligencer, the Los Angeles Times, the Springfield (Mass.) Republican, the Richmond Times-Dispatch, the Houston Post, the Cincinnati Enquirer, the Cleveland Plain-Dealer, the St. Louis Globe-Democrat, the St. Louis Republic, the Minneapolis Tribune, the Louisville Courier-Journal and the Atlanta Constitution.

☐ These are the names that come to one's mind instantly when leading newspapers are thought of.

☐ Why? Not because of their age, the extent of their circulation, the names of their owners, the volume of their advertising, or such special distinctions, but because they are representative. They reflect sectional sentiment. They are the most forceful editorial influences in their communities.

☐ The fact of their issuance in the morning and not in the afternoon is a prime factor in their success. They have no greater facilities in securing news. The transmission of news under modern methods is practically instantaneous. News from a world-wide viewpoint is in the making twenty-four hours a day. No more news happens to the advantage of morning than evening papers.

☐ Afternoon papers must be produced in about seven hours to meet distribution conditions. Morning newspapers are produced in about twelve hours.

☐ That approximate five hours is the difference between the flashing of news in bulletins, hastily gathered facts, meager details, articles written under stress of time limited by minutes, editorial consideration between an editor's desk and linotype machine; and information verified and digested, rumors confirmed or rejected, the news written thoughtfully and well, skillful selection, tasteful and pleasing typographical presentation.

☐ The slower process makes a little soberer newspaper. It is minus the screams. The ink is likely to be dry when one gets it. But it contains consistency. It is a finished product. It represents the same enterprise, alertness and human interest with thoroughness and care added, which make for reliability and confidence.

☐ IN RELATION TO MOST MATTERS FOR WHICH NEWSPAPERS ARE SERVICEABLE, DEPENDABILITY IS QUITE AS VALUABLE AS INSTANTANEOUSNESS.

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

The Why of the Morning Newspaper

¶Advertising results from any newspaper, whether for a jewelry store or a second-hand shop, are dependable, aside from the merit of the advertising itself, on quantity of actual circulation as represented by copies which go into the home; the extent to which its subscribers are the substantial portion of all good classes of people; its attractiveness as a newspaper which controls the amount of time its readers devote to it regularly which in turn regulates the likelihood of the advertising being read; its standing and influence with its readers who instinctively give the advertising the same credence as to the news and editorial columns.

¶The hour of the day or night at which a newspaper is published is of less importance than these things, but whatever advantages there may be in that are in favor of one delivered in the morning.

¶It has from 2:30 o'clock at night, the approximate hour at which morning papers are printed, until 6 o'clock to reach the door-step of subscribers in advance of their rising.

¶With mail editions printed as early, in some cases, as with The Constitution for instance, as 10 o'clock at night, it has from five to ten hours in which to travel with night trains to outside points for breakfast-table reading. Afternoon papers can cover only a small area on the day of publication.

¶A morning newspaper reaches the family circle at the beginning of the day's activities; when the minds of all who read it are clear and fresh and responsive to impressions from the printed page whether news or advertising. Good salesmen make their most important calls in the morning before their prospects' minds are tired and their sensibilities dulled.

¶It is generally accepted, because nearly all men read a newspaper before going to work, that the morning newspaper is superior for advertising addressed to them.

¶Even more generally women, to whom the majority of advertising is addressed, whether their household work is done by servants or not, have more leisure for reading between the time the morning meal is over, the children off to school, the day's routine determined, and noon than at any other period of the day.

¶Any fair investigation will substantiate this. Recently The Constitution tested the extent to which women read it and learned, as a part of the result, not only that 96 per cent of the women in the homes where the paper is delivered read it regularly, but of these, 73 per cent do so in the morning hours, 8 per cent in the afternoon and 21 per cent irregularly as to time. Of those who read it before noon, 27 per cent do so about 7 o'clock, 38 per cent about 8 o'clock, 27 per cent about 9 o'clock and 8 per cent after 9 o'clock.

¶In the same investigation it was learned also that of those who receive an evening paper in addition to The Constitution, 83 per cent read the evening paper no more regularly or thoroughly.

¶A morning newspaper, constructed after and not during the hurly-burly of the active business day, is complete, accurate, well edited and dependable. In that sense it is more conservative than its afternoon contemporaries. The advertising columns inevitably

borrow some portion of the credence which those superiorities give it as a newspaper, and advertising results are correspondingly increased.

¶Contrary to a lingering belief, based upon conditions which have passed away, morning newspapers are at no disadvantage in relation to circulation among working people. The general acceptance of the eight-hour day enables the wage-earner to work less hours, as a rule, than his employers. They now report for duty at 7:30 or 8 o'clock. They arise at 6 o'clock or earlier, with ample leisure to read the morning newspaper.

¶The afternoon paper sometimes bases its claims of superiority as an advertising medium upon the theory of the family circle around the library table with the evening paper passing in whole or in part from father to mother, from mother to daughter and son until it had been digested column by column by every member of the family.

¶The family circle in that sense is not the institution it used to be. More than ever before, especially in the cities, people are seeking entertainment and recreation after working hours. Recently an Atlanta newspaper made the plausible statement that ten per cent of the people were now engaged professionally in entertaining the other nine-tenths.

¶There are something like 5,000 automobiles on the city streets or country roads practically every night, each providing pleasure for from three to five persons.

¶It used to take from \$1 to \$2 to see a play with a choice of two or three theaters. Nowadays a nickel or a dime secures admission into one of a dozen moving-picture play-houses, where a thoroughly pleasing and for the most part wholesome entertainment may be had. They are all packed afternoon and night.

¶The streets of Atlanta are busy with people in the morning but in the afternoon and evening they can scarcely accommodate the crowds that throng them.

¶Baseball, golf, tennis, card-playing, dancing, musical concerts, lectures, week-day evening church services, social visiting, the parks—in fact, practically all activities of a recreatory nature are in direct competition with the afternoon newspaper at the time of its publication and delivery. Consequently, it has its own natural handicaps as an advertising medium.

¶This is said not in depreciation of the evening newspaper, for most of them are good mediums because they have true merits as such, apart from the mere fact of publication in the afternoon from which no special advantage accrues to them.

¶The Constitution's 45,000 Daily and 48,000 Sunday circulation, its full representation with the substantial people of all classes, its excellence as a newspaper according to the best journalistic standards, its incomparable influence with its readers, supplemented by the fact that it is a morning newspaper—the only morning newspaper in Atlanta—are combined to make it a fine medium for all advertising purposes for which any newspaper anywhere is adaptable.

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

96% of the Women in the Homes Where The Constitution Goes Read It Regularly!

THE CONSTITUTION made a comprehensive and exhaustive test recently to determine for itself and its advertisers the extent to which the women in the homes where the paper is delivered read it, and what effect the store advertising it prints has in relation to their purchases.

A letter containing ten simple questions was sent to 1,000 women in Atlanta, the heads of households where The Constitution is delivered regularly, scattered at random and without special selection.

All the replies to these letters, in the handwriting and bearing the signature of the women themselves, together with the complete tabulation from which these percentages were made, are on file in the advertising department of The Constitution, and all who are interested in reviewing them are invited to do so.

The tabulation of the replies showed these

ASTONISHING RESULTS

96% of the women in the homes where The Constitution is delivered read it regularly.

86% read the advertising.

87% say they are influenced in their purchases by the advertising.

73% read The Constitution in the morning; 7% in the afternoon, and 20% at some ungiven time.

27% of those who read it in the morning do so about 7 o'clock; 38% read it about 8 o'clock; 27% as late as 9 o'clock, and 8% after 9 o'clock.

48% spend half an hour reading it and 52% read it an hour.

003% do not read the paper at all; .001% for lack of time; .002% because paper is carried away from home; only 1 out of entire number because she was not interested in newspaper reading.

83% read The Constitution as much or more than an evening paper.

The average period of the subscriptions of those who answered the questions was 10 years.

Not a single woman of all those who answered did not like The Constitution as a newspaper.

THE DEDUCTIONS

If the percentages derived from this test are applied to the entire Atlanta circulation of The Constitution, it means that--

14,400 Atlanta women read The Constitution regularly.

12,900 Atlanta women read the advertising in The Constitution.

12,000 Atlanta women are influenced in their purchases by this advertising.

(If the same formulas are applied still further to the entire circulation, both city and country, of 45,000 Daily and 48,000 Sunday, these figures would be more than doubled.)

This makes a guaranteed audience every morning in the year for all advertising containing a meritorious and opportune announcement to women.

MR. ADVERTISER---In the light of these facts, what is to be said of your business sagacity if you permit a single issue of The Atlanta Constitution to enter that many households and to be read by that many women, without your business message?

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

Atlanta Women Will Work for Girls' English High School

Included are the latest novelties.
The new balloon shape—a moire silk bag with tassel and crown buttons, fitted with purse and mirror; German silver frames; Bags are moire lined—black, purple, green and navy.

Another Great Sale of Leather Bags—
Including envelope purses, leather or moire lined, fitted with inner purse—these include long grain, seal grain, pia grain and Morocco grain leathers in black and colors. All made of genuine hair sheep leathers.

Wednesday a Special Day in Bag Department

KEELY'S

[illegible]

Athens Police Chief
Nabs Runaway Engine
On Passenger Train

Athens, Ga., October 14.—(Special.)—Answering a police call by phone last night the chief of police, a patrolman and a bicycle man chased a runaway engine on the Georgia railroad. The arrested it 5 miles outside of the city, where it was found to be carrying a passenger train. There would be no explosion, the chief said, but the engine was in the station yards before the night police arrived. The engine was found on the curve of the cut.

The engine was a small one, and it was some way from some fire up and down the track. The engine was forced open the switch stuck to the track and came to a stop. The engine was found on the low and the grade grew steep the other way.

S. A. CLAYTON
COMPANY
Atlanta's Exclusive
Hair Dressers
265 N. W. 11TH ST. SE.
Bolt Phone 1780.

Carriage Caddies at Very Moderate Prices
1010 FULTON ST. SE. AT OUR EXPENSE
WYARLEOUGH-BLENHEIM HOTEL CO.



KODAKS
"The Best Filing and Engraving"
The Best
Photo Plates and
Glass
and other up-to-date work
done for Customers and Photo Lab.
A. K. HAWKES CO. KODAK
34 Whitehall St. Atlanta, Ga.

FOR SALE

**IMMEDIATE
DELIVERY**

**Roofing Pitch, Coal Tar
Creosote, Road Binder
Metal Preservative Paints
Roofing Paint, Roofing Paper
and Shingle Stain**

Atlanta Gas Light Co. Main 494

S. A. CLAYTON
COMPANY
Atlanta's Exclusive
Hair Dressers
265 N. WETZGALL ST.
Bell Phone 1780.

Carriers' Guides at Very Moderate Prices
1010 FIVE STAR BLVD. AT 1010 FIVE STAR
WYARLEOUGH-BLENHEIM HOTEL CO.



KODAKS
"The Best Filing and Engraving in the World"
KODAKS
2400 10th St. N. W. Atlanta, Ga.
A. K. HAWKES CO. KODAKS
24 WILCOX ST. ATLANTA, GA.

FOR SALE

**IMMEDIATE
DELIVERY**

**Roofing Pitch, Coal Tar
Creosote, Road Binder
Metal Preservative Paints
Roofing Paint, Roofing Paper
and Shingle Stain**

Atlanta Gas Light Co. Main 494

Two Newspaper Enterprises

Which Demonstrated The Atlanta Constitution's Extraordinary Hold Upon Its Constituency of Readers

THE M. & M. CONTEST

In the winter months of 1912-13, ending on February 14th, The Atlanta Constitution conducted a Merchants and Manufacturers' Contest, an ingenious joint advertising and selling campaign in which many manufacturers of trade-marked products, with national distribution and a number of Atlanta retail businesses, participated.

A voting contest, with \$6,000.00 in cash and other prizes, was the means by which the interest of the readers of the paper was concentrated upon certain lines of goods and particular stores. Many Church societies, lodges, charitable organizations and under special terms, individuals, competed for prizes.

Votes in the contest were given only for labels and cartons from trade-marked merchandise and for invoices, receipted bills and cash register tickets from retail stores which were brought to The Constitution office and deposited. Every vote represented the actual sale of merchandise.

The total vote represented the sale of
\$494,039.00 in grocer, drug, food and beverage products;

\$757,554.00 in retail store merchandise;

\$1,251,593.00 was the aggregate business done by the advertisers participating as a direct result of the campaign. The indirect benefits in new trade and additional publicity were incalculable.

At the close of the campaign four large rooms and a great deal of overflow space in The Constitution building were occupied by tons of labels and cartons.

These were the results for a few of the products:
1,900,000 labels, representing \$95,000.00 of Uncle Sam Bread.
1,000,000 bottle caps, representing \$50,000.00 of Red Rock—a 5c drink.
6 truck loads of carton lids, representing \$100,000.00 of Cottolene.
100,517 bands, representing \$10,517.00 of the Webster Cigar.
94,428 cartons, representing \$9,442.00 of Post Toasties.
100,000 wrappers, representing \$6,000.00 of Cleaning Soap.
\$23,000.00 of Gold Medal Flour.

These two enterprises, both of them completed in the ensuing calendar year, have unusual significance when the complete facts about them are stressed in relation to The Constitution as an advertising medium.

So far as can be ascertained, The Constitution sold more merchandise, a total of \$1,251,593.00, in the M. & M. Contest than was ever sold by a similar plan in this country.

The Woman's Edition was the most successful from a journalistic as well as a financial standpoint of any similar enterprise ever undertaken in this country.

WHY? Constitution readers are its loyal friends. This is especially true of the women. It is able to secure from them, for any enterprise for which it stands sponsor, a large enlistment, because of its hold upon them through its character, its journalistic excellencies, and all the elements that make it a fine family newspaper.

No other newspaper of relative size could have sold \$1,251,593.00 in merchandise through such a selling plan because its prestige with its readers would not be strong enough to enlist enough people in buying certain brands of products and trading at certain stores.

No other newspaper enjoys the relationship with as strong and powerful organization as The Georgia Federation of Women's Clubs, as to have made The Woman's Edition the notable success it was.

If the readers of The Constitution, particularly the women, by their attachment to it, enable the paper to accomplish these two remarkable things upon its own initiative, does it not signify that they read the paper, that they have confidence in it, that they give advertising addressed to them a sympathetic interest that can scarcely be secured in any other advertising medium?

THE WOMAN'S EDITION

On June 4th, The Federated Women's Clubs of Georgia issued The Woman's Edition of The Atlanta Constitution, which has been for years the official newspaper of this body of women's clubs, the largest and strongest in the United States, embracing 118 clubs and 18,000 members, as well as The Daughters of the American Revolution and The United Daughters of The Confederacy. Special departments, edited by club women, in which all the organization announcements, addresses by the officers, etc., are printed, are prominent features of the Sunday paper.

The primary object of the edition from the Federation's standpoint was to obtain the nucleus of the Ella F. White Memorial Endowment Fund for the maintenance of the state work.

The Federation, through its permanent organization, as well as a special organization created for the purpose, not only wrote and edited all the news and editorial matter, but sold the advertising and 15,000 copies of the edition. The women were entirely responsible for its success, except in the preliminary plans and some guidance from time to time in the technical phases of the production.

The Woman's Edition was 126 pages in size, the largest single issue of a newspaper ever printed in the state and one of the largest in the history of journalism. It had a circulation of 60,000 copies. Each copy weighed two pounds. It contained 8,258 inches of advertising. The Federation of Women's Clubs participated in the profits substantially.

From every journalistic standpoint The Woman's Edition was notable. It was entirely different from the usual type of newspaper special editions. All the matter was of the most interesting character. The women did real newspaper stunts in the way of interviewing prominent men on delicate political subjects, attended police court as reporters, and obtained striking photographs. The art work, the typographical make-up and the arrangement was exceptionally fine from every critical viewpoint.

The issue attracted national attention. There was scarcely a newspaper of importance in the United States that did not comment upon it as a remarkable achievement, both for the Women's Clubs and The Constitution.

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

The Tri-Weekly Constitution

THE TRI-WEEKLY CONSTITUTION, printed on Tuesdays, Thursdays and Saturdays, is the greatest newspaper of its kind in the world.

There are many agricultural and stock publications, and a few weekly and semi-weekly newspapers of large circulation, but there is no other three-times-a-week newspaper anywhere catering directly to the farming element of even approximate standing or circulation.

Reaching its readers every other day, with the news of the world summarized for the previous 48 hours, it occupies a distinct and exclusive field as an every-other-day daily.

The ordinary farm paper issued weekly, fortnightly or monthly cannot print the news. It prints farm information—not current news. The weekly or semi-weekly newspaper even when attempting to print the news, as its chief function, is too infrequent in its issue to keep the average farmer posted as to market and crop conditions. A Tri-Weekly or every-other-day newspaper strikes the exact medium between the daily and the weekly or monthly farm publication.

In the crop growing months, when the average industrious farmer and his family must work from “sun to sun,” he does not always have time to read a daily newspaper. At such periods also he reads his farm paper if he has time. Its perusal is not essential. He will, however, take time, in preference to all other literature that reaches his home, to read a newspaper every-other-day simply to keep posted as to what is going on in the world, and to keep track of crop, weather and market conditions.

That is why The Tri-Weekly Constitution fills such a distinct need in the Southern States and why it is so popular in every rural district south of the Mason and Dixon line.

The average circulation of The Tri-Weekly Constitution is 107,000 copies per issue, making a total weekly issue of more than 300,000.

The uniform subscription rate is \$1.00 per year. There is not a name on the subscription list, except something less than 1,000 service copies, that is not a paid in advance subscription. This very low price for 156 issues of an up-to-date, every-other-day daily is so low as to almost maintain 100,000 circulation without the employment of the usual expensive circulation promotion methods.

The approximate circulation of The Tri-Weekly Constitution by states is:

GEORGIA	34,040	TENNESSEE	3,040	ARKANSAS	2,020
VIRGINIA	1,300	ALABAMA	25,780	OKLAHOMA	580
NORTH CAROLINA	10,100	MISSISSIPPI	7,060	KENTUCKY	1,440
SOUTH CAROLINA	11,280	LOUISIANA	2,200	OTHER STATES	325
FLORIDA	3,480	TEXAS	5,080	TOTAL	107,725

The advertising rate for The Tri-Weekly Constitution is 50c per agate line flat, or \$7.00 an inch for the three issues of each week. Advertising is accepted only for the three consecutive issues without change.

On account of the extent and range of its circulation, over thirteen states, it is especially adaptable to national advertising, of which it carries a larger volume than any other similar publication in the south.

More than half of the advertising it prints is “keyed,” enabling advertisers to check exactly the number of inquiries or the amount of the sale of merchandise each advertisement in each issue produces. Because of these provable results, The Tri-Weekly Constitution has for many years been generally known as one of the half dozen best advertising mediums in the United States for the lines of advertising for which it is adaptable.

ANY CONCERN WITH DEALER DISTRIBUTION COVERING THE SOUTH CAN REACH 500,000 PEOPLE, THREE TIMES EACH CALENDAR WEEK, THROUGH A MEDIUM THAT IS POPULARLY KNOWN AMONG ITS READERS AS “THE GEORGIA BIBLE.”

IT WILL PAY TREMENDOUSLY FOR ANY MAIL ORDER ADVERTISING CAMPAIGN APPEALING TO RESIDENTS OF RURAL ROUTES AND SMALL CITIES AND TOWNS.

THE ATLANTA CONSTITUTION

“THE STANDARD SOUTHERN NEWSPAPER”

The Constitution's Circulation Report

The sworn circulation of The Atlanta Constitution reported to the United States government, as required by law, for the six months period ending September 30, 1913, was:--

DAILY

Paid circulation - - - -	42,686
To employees, samples, office uses and free - - - -	1,037
TOTAL CIRCULATION - -	43,723

SUNDAY

Paid circulation - - - -	45,649
To employees, samples, office uses and free - - - -	1,781
TOTAL CIRCULATION - -	47,430

Average Circulation Month of September 1913

DAILY - - - -	43,816
SUNDAY - - - -	47,660

Approximately 40% was in the city of Atlanta, 55% within a 50-mile radius, and the remainder in contiguous territory, most of it in the State of Georgia.

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

WE RECOMMEND ATLANTA-MADE GOODS

We, the undersigned members of the Atlanta Retail Grocers and Butchers Association, take pleasure in announcing that we carry a complete line of products which are manufactured in Atlanta. We will take pleasure in serving you with whatever you may desire, but added pleasure if you purchase goods which are made in your own city.

Madam, Is Your Grocer a Member of This Association? If Not, Why Not?

E. G. AKIN & CO. 487 Peachtree St. Ivy 4100, 4102, 4108, Bell Phone. GROCERIES.	GANN & HAWKINS Groceries and Meats Of the Best Quality At Right Prices. Phone: Ivy 1802 and 1814. PROMPT DELIVERIES.	Nickjack Milling & Grain Co. Wholesale and Retail GROCERIES. 390 Marietta St. and W. & A. R. R. Bell Phone, Main 4379. Atlanta Phone 2314.
ATLANTA GROCERY CO. N. COY. BROS. Prop. Staple and Fancy Groceries and Fresh Meats. 830 N. Peachtree St. Phone: Atlanta 627, Bell Ivy 5008. 770 Highland Ave. Cor. St. Charles Avenue.	J. A. HUDSON Staple and Fancy Groceries. Atlanta Phone, No. 3217. 488 Marietta St.	POPE & WARD Staple and Fancy Groceries. Phone: Atlanta 2068-A; Bell, West 580-L. Bottle Hill.
CHARLES AUSTIN Fancy and Staple Groceries. Coal and Wood. Fresh Meats. Fish and Oysters in Season. Atlanta Phone 38, Bell Phone, Ivy 5618, 5519. 97 Alexander St.	IDEAL CASH GROCERY Staple and Fancy Groceries. Cor. Ashby and Greenleaf: Ave. Phone West 568.	EVERYTHING Good to Eat PANEL & ABERNATHY 478 E. Pine St. Bell Phone: Ivy 1058 and 1064.
We Are Agents for BIRMA SPRING NICKEL PLATER, Buckman-Shilton Grocery Co. Groceries and Meats. 251-253 Houston St. Phone: Ivy 2946, 2947, 2948; At- lanta phone 2241.	KAMPER'S Phone Ivy 5000.	M. N. PHILLIPS 153 E. Linden St. THE CHEAP CASH GROCER. Bell Phone Ivy 946-J.
M. F. BOISCLAIR & SON Staple and Fancy Groceries. "If It's Good We Have It" Atlanta Phone 5535. Bell Phone, Main 3419-J. 371 Lucile St.	T. J. KEY Groceries and Meats. 88 South Gordon St. Bell Phone, West 575-J.	J. G. RAINEY Fancy Groceries. 128 West Peachtree St. Bell, Ivy 523, Ivy 310, Ivy 1290. Atlanta 823.
BRITTINGHAM BROS. Retail Dealers in Staple and Fancy Groceries, Country Produce. Choice Western Meats. Phone: Bell Ivy 2968, Atlanta 5168. 571 Edgewood Ave.	T. F. MCGAHEE Wholesale and Retail Staple and Fancy Groceries and Fresh Meat Market. 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STAIN APART. center Houston and Ivy streets. Private family, one block from Freedman's. Call 611-5.

Wife and children want to exchange places with male; references to be exchanged. Call 611-5.

TWO ROOMS in private home, near Pacific street, southern exposure, steam heat, electric lights, refrigerator, call 611-5.

[illegible]

close in. Atlanta phone 2942.
TWO nicely furnished front rooms, close in,
212 Capitol avenue. Main 1841-5.
FOR RENT - Two nicely furnished rooms
rooms, all conveniences, gentlemen pre-
ferred. 112 Courtland St. Hy 5114-5.
ONE nicely furnished room, conveniences,
gentlemen preferred. 343 Hopman street.
Hy 5441-5.
Continued on Next Page.

Ralph Davidson are requested to attend the funeral of J. B. Davidson at his late residence, 30 Augusta avenue, which will be held this afternoon at 2 o'clock. The members of the United Commercial Travelers are especially requested to be present. Funeral in charge of Barclay & Brandon.

FUNERAL DIRECTORS

BARCLAY & BRANDON CO.
Funeral Directors, are now located in their new home, 245 Ivy street, corner Baker. Auto ambulance.

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